

PHILIP MORRIS COMPANIES INC.

INTER-OFFICE CORRESPONDENCE
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To: Distribution

Date: June 7, 1993 ▪

From: Craig L. Fuller

Subject: Washington Briefing -- Wednesday

I just finished a telephone discussion with Bill Murray concerning the Wednesday meeting. He and Mike have reviewed schedules and topics and have suggested the following agenda in a meeting that starts at 9:00 AM and concludes at 2:00 PM. I have suggested people to lead each item -- let me know if changes are preferred.

• Meeting from 9 - Noon:

1. Briefing on the current status of potential increase in federal excise taxes. [K.Linehan]
2. Plans to deal with the Synar legislation. [K.Linehan]
3. Rainbow Briefing
 - review of Rainbow I [S.Parrish]
 - prospects for a Rainbow II at this time [K.Linehan]
 - prospects for a minimum pricing provision tied to advertising concession [Fuller/Linehan]
 - who should be on Rainbow II team and what is timetable for recommendations [B.Campbell]
4. Terms of reference for Rainbow II [S.Parrish]

• Noon to 2:00 PM

Working lunch to discuss ideas for improving public opinion and public attitudes with regard to smoking. [Fuller to provide overview with informal discussion to follow involving all present.]

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Attendees:

9:00 AM - Noon: **Mike Miles**
Bill Murray
Bill Campbell
Craig Fuller
Kathleen Linehan
Steve Parrish

Noon - 2:00 PM: **Same as above, plus:**
Caroline Levy
Ellen Merlo
Tom Bell, Burson Marsteller
Jim Granger, The Wirthlin Group

Distribute to:

Geoff Bible
William I. Campbell
Kathleen Linehan
Steve Parrish

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